Organisation: Netcore
Case Study: Timberland
Region - South Africa
Netcore Descriptor: Netcore is the only agentic marketing platform that co-owns outcomes with its brands. Trusted by 6,500+ brands across 40 countries, Netcore helps ecommerce, retail, BFSI, enterprise, and D2C teams turn customer data into profitable growth.

Its unified stack - Customer Engagement, Product Discovery, Personalization, CDP, Email Marketing, and CPaaS - feeds a single Context and Governance layer, giving every brand one view of the customer and their journey across channels. On top of that layer sit seven AI agents that plan, execute, analyse, and optimise hyper-personalised campaigns autonomously, built on a live picture of every customer, every channel, every signal.

At scale, that means 50B+ emails, 5B+ push notifications, 200M+ WhatsApp messages, and 1M+ AI-driven interactions every month - the right message, on the right channel, at the right time.

Category: Customer & Sales Journeys
Suggested alternative: Deliverability & Channel Optimization - NIVO's actual function (inbox placement, sender reputation, engagement-signal building) sits underneath targeting, journeys, and reporting alike, and none of the four given categories capture it directly.

Technique: NIVO (Inbox Visibility Optimisation) + AI Segmentation

2-line descriptor: Timberland South Africa fixed an inbox visibility gap most brands never diagnose, then layered AI segmentation and always-on journeys on top. Gmail opens rose 1.9X and 5,600 dormant users came back.

Company descriptor: Timberland South Africa brings the global outdoor-lifestyle brand to the local market through timberlandsa.co.za, running seasonal footwear, apparel and accessories campaigns built around its Original Yellow Boot heritage.

Use case (150 words):

Timberland South Africa's emails were being delivered - just not seen. A large share landed in parts of the inbox customers rarely checked, so even strong creative and offers went largely unnoticed. Underneath that, campaigns still ran broadcast-style: one list, one message, no read on who was actually ready to buy.

Netcore's NIVO programme addressed the placement problem directly, prioritising high-intent audiences and building stronger engagement signals over time until Gmail placement itself improved. Alongside it, AI-powered Affinity Segments grouped subscribers by category and price behaviour instead of blasting the full list, and Insight Agent replaced manual reporting with plain-English queries.

Measured against a non-Gmail control group over one month: Gmail open rates climbed 1.9X, clicks 1.4X, and roughly 5,600 previously cold subscribers started clicking again. The first AI-segmented send alone hit an 89.23% open rate - proof that placement and precision compound.

Logo:
https://drive.google.com/file/d/1tRWcwAhzPXiRdw-3iYU4qJSuIG_qeEM6/view?usp=drive_link